



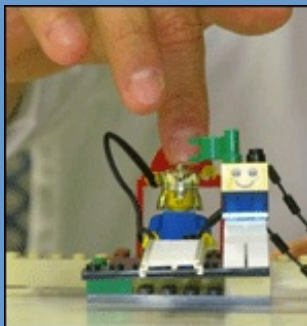
Finding the Magic in Customer Experiences

- Rational Approach Insufficient
- Creating "Emotional Magic"

The LEGO SERIOUS PLAY method has played a role in Harvard's executive education curriculum since 2014, and has contributed to valuable insights about what makes customer experiences **STICK** longterm.

Harvard Professor **Stefan Thomke** began using the LSP methodology in his course on customer experience design after completing one of my Boston-area facilitator certification programs. In his classes for thousands of senior executives from all over the world, Thomke had class participants build LSP models of magical customer experiences they have had. Using the LEGO models, class participants reflected on the design principles that made the experience magical and why the memory stuck. Notes that Thomke took, listening to the stories the LSP models evoked, became the foundation for his recently-published viral article; ***The Magic That Makes Customer Experiences Stick***. The article won *MIT Sloan Management Review's* #1 most popular article of 2019.

• Rational Approach Insufficient



Professor Thomke's example of how LSP accesses emotion comes as no surprise to people who have experienced the power of LEGO SERIOUS PLAY. Deep, emotionally-based knowledge lives in our limbic brain and can flow directly to our hands as we build.

Thomke had expected customer stories to be expressed in standard business language such as efficiency, cost and value and was surprised at how many stories contained descriptions of emotional impact such as: ***Made me feel special. Showed empathy. Really cared. Trusted me. Really surprised us.*** Notes from these customer experience stories in combination with research on the many components of decision-making contributed to a critical insight: ***The rational approaches taught at most business schools - offer customers more value for money, add features, make service more efficient - are not enough.***

The importance of emotion in decision making is gaining traction as evidenced by data from a variety of sources. A Gallop report suggests that organizations that can optimize the emotional connection with their customers can potentially have a 26 percent higher gross margin, an 85 percent higher sales growth, significantly less price sensitivity and three times the number of referrals.

• Creating "Emotional Magic"



In the *MIT Sloan Management Review* article, Thomke summaries five strategies to create memorable customer experiences or "emotional magic":

1. Stimulate the senses.
2. Turn disappointment into delight.
3. Plan to surprise.
4. Tell compelling stories.

This knowledge often seems or feels "irrational" because it is based on intuition and learning that transcends factors that can be easily explained. Yet these inexplainable feelings, such as trust, empathy and love, live at the heart of everything that matters.

[Check out the latest facilitator training schedule](#)

Contact:
robert@rasmussenconsulting.dk

5. Run controlled experiments.

Details of how to apply each of the five strategies can be accessed through this [link](#). For more information about [Stefan](#) Thomke.

You might also be interested in checking out Stefan Thomke's latest book [*Experimentation Works: The Surprising Power of Business Experiments*](#), which is now available on Amazon.

Wishing you a holiday season filled with magic.

A handwritten signature in dark ink, appearing to read "R. Rasmussen". The signature is fluid and cursive, with a large, stylized "R" at the beginning.

Rasmussen Consulting specializes in using LEGO SERIOUS PLAY to effectively harvest an organization's collective intelligence to enhance strategic behavior for better and faster decision- making. We are based in Denmark with offices in US, Japan and Singapore. www.rasmussenconsulting.dk.